



BSE Limited  
First Floor, New Trading Ring  
Rotunda Building, P J Towers  
Dalal Street, Fort  
Mumbai 400 001  
**Kind Attn: Mr Khushro A. Bulsara**  
**General Manager & Head**  
**Listing Compliance & Legal Regulatory**

National Stock Exchange of India Ltd.  
Exchange Plaza, 5th Floor  
Plot No.C/1, G Block  
Bandra-Kurla Complex  
Bandra (East), Mumbai 400 051  
**Kind Attn: Mr Avinash Kharkar**  
**Asst. Vice President**  
**Listing & Compliance**

April 9, 2018  
Sc - 15015

Dear Sirs,

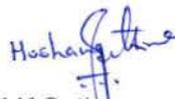
**Ref: ISIN: INE155A01022 – Ordinary Shares**  
**IN9155A01020 – ‘A’ Ordinary Shares**  
**Debt Securities on NSE & BSE**

**Re: Press Release - Jaguar Land Rover March 2018 Sales**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a Press Release issued by Jaguar Land Rover (UK), our wholly owned subsidiary, on the cited subject, contents of which are self-explanatory.

This is for the information of the exchange and the members.

Yours Faithfully,  
Tata Motors Limited

  
  
H K Sethna  
Company Secretary

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**TATA MOTORS LIMITED**

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## JAGUAR LAND ROVER REPORTS RISE IN FISCAL YEAR SALES

	Fiscal 2017/18 Retails	Change year-on-year	Jan – Mar '18 (Quarter 4)	Change year-on- year	March 2018	Change year-on- year
Jaguar Land Rover	614,309	1.7%	172,709	(3.8)%	83,732	(7.8)%
Jaguar	174,560	1.0%	49,931	(7.5)%	24,300	(12.7)%
Land Rover	439,749	2.0%	122,778	(2.2)%	59,432	(5.7)%

**9 April, 2018, UK:** Jaguar Land Rover, the UK's largest automotive manufacturer, today reported retail sales of 614,309 vehicles for the financial year ended 31 March 2018, up 1.7% on the prior year.

New models including the Range Rover Velar (Winner of the 2018 World Car Design of the Year Award) and the all new Land Rover Discovery drove the increase, while the more recently launched 18 Model Year Range Rover and Range Rover Sport and the Jaguar E-PACE are still ramping up.

Retail sales for the financial year were up year-on-year in China (19.9%), North America (4.7%) and in Overseas markets (3.4%) but down in the UK (12.8%) and in Europe (5.3%), primarily driven by continuing uncertainty over diesel.

Retail sales for March were 83,732 and for the fourth quarter were 172,709 vehicles, down 7.8% and 3.8%, respectively, primarily due to lower UK sales and to a lesser extent lower sales in Europe. UK industry sales were down 15.7% in March and 12.4% in the Quarter, more than explained by lower diesel sales, although March 2017 was an all-time industry record with increased sales in advance of an increase in vehicle taxes in April 2017.

Felix Brautigam, Jaguar Land Rover Chief Commercial Officer, said: ***“Weaker market conditions in the UK and Europe, driven by lack of consumer confidence and lower demand for diesels, are impacting our growth. But even against this backdrop it’s good to see that we have closed our financial year with record retail sales.*”**

***“New models such as the award-winning Range Rover Velar continue to drive our growth. Sales of the completely refreshed 18 Model Year Range Rover and Range Rover Sport, including our PHEV option, are still ramping up.*”**

***For Jaguar, sales of the new E-PACE are gathering momentum. The I-PACE, our first battery electric vehicle, is just going on sale. It is the world’s smartest five seater sports car and will entice even more customers to our showrooms.”***



Jaguar retail sales were up 1.0%, to 174,560 vehicles in the financial year thanks to the introduction of the E-PACE, continuing solid sales of F-PACE and the long wheel base XFL in our China market. This success was partially offset by lower sales of XE and XJ. Jaguar retails in the Fourth Quarter were 49,931 vehicles, down 7.5% compared to the same quarter last year, and were 24,300 units in the month of March, down 12.7% compared to March 2017.

Land Rover retailed 439,749 vehicles this financial year, up 2.0% compared to the last financial year due to the introduction of the Range Rover Velar and the all new Land Rover Discovery. This was partially offset by lower sales of the Discovery Sport and Evoque whilst Range Rover and Range Rover Sport retails were lower on account of the model year change over, including our first Plug in Hybrid models, during the third and fourth quarter. Retail sales for Land Rover for the Fourth Quarter were 122,778 vehicles, down 2.2% from quarter four last year, and retails in March were 59,432 vehicles, down 5.7% compared to March 2017.

ENDS

### **About Jaguar Land Rover**

Jaguar Land Rover is the UK's largest automotive manufacturer, built around two iconic British car brands: Land Rover, the world's leading manufacturer of premium all-wheel-drive vehicles; and Jaguar, one of the world's premier luxury sports saloon and sports car marques.

We employ almost 43,000 people globally and support around 240,000 more through our dealerships, suppliers and local businesses. Manufacturing is centered in the UK, with additional plants in China, Brazil, Austria and Slovakia.

At Jaguar Land Rover, we are driven by a desire to deliver class-leading vehicles, which will provide experiences our customers will love, for life. Our products are in demand around the globe. In 2017 Jaguar Land Rover sold 621,109 vehicles in 130 countries, with more than 80 per cent of our vehicles being sold abroad.

Our innovation is continuous: we will spend more than £4 billion in fiscal year 2017/18 on new product creation and capital expenditure.

From 2020 all new Jaguar Land Rover vehicles will be electrified, giving our customers even more choice. We will introduce a portfolio of electrified products across our model range, embracing fully electric, plug-in hybrid and mild hybrid vehicles as well as continuing to offer ultra-clean petrol and diesel engines.